



April 2021

Marketing Strategist

TBH Creative's Marketing Strategist will be responsible for conceiving, building, and executing marketing campaign strategies for a variety of clients in different industries. The director will be responsible to craft customized marketing plans that will meet the unique buyers' needs and exceed measurable success metrics.

You see opportunities. Consistently. You know how to bring together business needs, buyer needs, design, content, SEO, SEM, social media, and email marketing into a sound marketing strategy.

You like to plan the strategy and help execute—you wouldn't see it any other way. You're results-driven and understand the difference between vanity metrics and real results. And with all of that, you are also able to teach, present, analyze and optimize—to the team and to the client.

Seniority Level

Senior — 5+ years experience required

Employment Type

Full-time on-site and/or remote mixture

Is this you? Please read on and if you meet our requirements, send your resume and an impressive sample of your work our way.

The role and responsibilities

- Leading or co-leading marketing strategy and execution projects.
- Work with clients to understand their objectives and come up with optimized marketing solutions that leverage business goals, user needs, budget considerations, and relevant data points.
- Present marketing plans and recommendations to clients.
- Conceive, build, and execute marketing campaign strategies that meet and enhance client success metrics.
- Provide direction and oversight to team members through the entire project lifecycle.
- Review marketing program performance.
- Deliver marketing strategies on time and on budget.

Must-have skills

- 5+ years of digital marketing experience.
- Proven ability to develop and manage digital marketing strategies. This includes strategy, planning, execution, reporting and maintenance.
- Experience working with clients and internal stakeholders to develop marketing plans and campaign creative briefs.
- Proven success delivering marketing campaign strategies across multiple digital tactics (such as websites, email, social media, paid ads).
- Hubspot familiarity and certification.
- Experience setting and communicating priorities.
- Ability to use data to design and measure enablement.

Nice-to-have experience

- Account based marketing
- Search engine optimization

Benefits

Competitive salary	Paid time off	Health insurance coverage	Bonus plans	Technology stipend
--------------------	---------------	---------------------------	-------------	--------------------

Extra stuff

- **We are organized and agile-minded.** We are keen on project management, ever-honing practices, processes, and tools to stay on point and efficient.
- **Our team is one of recognition and fun.** From company-wide shoutouts to our ever-accessible Slack workspace, we're constantly collaborating and celebrating together.
- **We like to give back.** Each year, we select an organization that serves our community—we dedicate our time, resources, and talent to them. We believe that making time to volunteer and give back matters.
- **Professional development is prioritized.** We learn from experts, community leaders, and each other constantly. From master classes and workshops to daily conversations, we're always learning and growing.



About TBH Creative

TBH Creative is a purpose-driven and award-winning web design and inbound marketing agency. We have been breaking down complex web and marketing problems since 2004.

We value each TBH Creative teammate as an impact player, believe in clear communication, high standards of excellence, and delivering custom solutions that show results for our clients.

But beyond those ideals, what really drives the heart of our business is helping our clients achieve more with digital marketing and design than they ever thought possible.

HubSpot Certified Agency	WBE Certified (Women Business Enterprise)	Best B2B Service Providers Clutch research top 1000	A+ BBB Rating
-----------------------------	---	---	------------------

